



# **Guidelines for the Use of Parking Meter Funds**

**Budget and Finance Committee Meeting**

**Wednesday, July 11, 2012**

**Councilmember Todd Gloria**  
**Council District Three**  
**City of San Diego**





# Background

- Community Parking Districts are authorized under City Council Policy 100-18, which establishes a “Community Parking District Program”:
- Allows communities to implement parking solutions in neighborhoods that face serious parking challenges
- Allocates a net 45 percent of parking meter revenues to the community from which it is generated
- The City has six CPD’s: Downtown, Uptown, Mid-City, La Jolla, Old Town, and Pacific Beach
- Only the first three districts have parking meters and hence parking meter revenue.



# Background

- Each CPD has a designated advisory board responsible for making recommendations to the City on parking-related matters, and, as applicable, for developing plans and expending allocated revenue in accordance with CP 100-18. The advisory boards operate through a non-profit organization and those with revenue contract with the City to manage CPD funds.
- In the Mid-City CPD, the El Cajon Boulevard Business Improvement Association (ECBBIA), University Heights Community Development Corporation (UHCDC), and Greater Golden Hill Community Development Corporation (GHCDC) act as the responsible fiscal entities to carry out the CPD program for their respective geographic portions. The advisory board meets on occasion to address common parking concerns. However, separate Annual Plans and Budgets have been submitted by ECBBIA and UHCDC.



# Concerns

- Throughout the Mid-City and Downtown communities, parking continues to be a significant problem for residents and businesses
- 2009/2010 Grand Jury report focused on the operations of the Uptown CPD and the amount of funds spent on expenses other than implementation of parking projects
- CPD Advisory Boards have expressed frustration with the speed at which proposals and projects are analyzed and implemented by City staff
- A focus on studies and reports has resulted in too few tangible benefits or additional parking spaces



## CPD Budgets – FY 2013 (proposed)

CPD	FY13 Allocation	Carry Forward Balance	FY13 Expenditures	Unallocated Balance
Downtown	\$2,000,000	\$9,000,000	\$11,000,000	\$0
Uptown	\$700,000	\$5,185,000	\$4,784,199	\$1,100,801
Mid-City, El Cajon Blvd.	\$54,750	\$558,250	\$368,393	\$244,607
Mid-City, University Heights	\$16,500	\$173,595	\$31,220	\$158,875



## Successful Parking-Related Improvements

- Angle parking installed on Meade Avenue
- Net gain of 10 parking spaces
- Cost: \$3200





## Successful Parking-Related Improvements

- Opening of vacant Pernicano's parking lot for public use
- Net gain of 36 parking spaces
- Cost: \$0







## Successful Parking-Related Improvements

- Installation of new on-street bicycle parking corral
- Net gain of 12 bicycle parking spaces
- Cost: \$2500



Photo credit: Hillcrest Business Association





# Challenges

- CPD proposed projects may require a high level of City coordination, slowing the implementation of projects
- Uncertainty on allowable CPD expenses often leads to multiple cycles or review and revisions between Advisory Board and City staff, further slowing progress
- Lack of guidelines and repeatable processes require each proposal to undergo detailed analysis and evaluation by City staff, even when near-identical projects have been successfully approved and implemented



# Impacts

- **Economic** – Merchants and business owners who lack parking options are negatively impacted as drivers are forced to spend more time and energy finding parking, and by potential customers leaving the commercial area after not being able to find parking
- **Residential** – Lack of parking options within commercial areas forces individuals to park in nearby residential communities, further impacting densely populated neighborhoods
- **Perception** – Continued lack of parking availability and stymied parking improvements may reflect negatively of CPD management and City operations while funds are readily available to execute project and improvements



# Goals

- Increase ease and availability of parking through CPD-funded improvements
- Prioritize tangible, immediate results over more long-range plans and studies
- Promote additional enhancements to pedestrian, bicycle and other transportation options to help lessen the need for vehicle-specific parking
- Resolve disputes between CPD zones, meter locations and engineering requirements
- Install performance-based measures into CPD annual plans



# Potential Changes

- Prioritize funding for tangible results and creating additional parking spaces
- Eliminate inappropriate restrictions on allowable distances and impact zones for CPD project expenditures
- Use previous successful projects as guidelines for future implementation to cut down on analysis and review time
- Increase regular coordination with necessary City departments and City Attorney
- Clarify disputed areas between CPDs and constants of parking projects (eg- degree of angled parking)
- Consider lowering thresholds for project implementation (eg- percentage of supporting property owners required for head-in parking)
- Install quantifiable performance measures into annual plans and budgets for CPD Boards



## In summary...

- Ease and availability of parking continues to be a challenge throughout our CPDs
- Improvements to these conditions is a priority for community members, CPDs, City staff and Councilmembers alike
- Various challenges and possible remedies have been discussed and identified to increase the ability for CPDs to implement tangible benefits
- Funds are available to implement meaningful projects throughout our CPDs that will greatly benefit surrounding businesses and residents
- Performance based measures can and should be used to ensure focused direction and quantifiable results